

**UNITED STATES DISTRICT COURT  
SOUTHERN DISTRICT OF NEW YORK**

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YURMAN STUDIO, INC. and YURMAN  
DESIGN, INC.,

Civil Action No. 07-1241 (SAS)(HP)  
(Action No. 1)

Plaintiffs/Counter-Defendants,

- against -

ELENA CASTANEDA and EJEWELER LLC  
d/b/a OVERSTOCKJEWELER.COM,

Defendants/Counter-Plaintiffs.  
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CARTIER, a division of RICHEMONT NORTH  
AMERICA, INC., CARTIER INTERNATIONAL,  
N.V., CARTIER CREATION STUDIO, S.A., VAN  
CLEEF & ARPELS S.A., VAN CLEEF &  
ARPELS, INC., VAN CLEEF & ARPELS  
DISTRIBUTION, INC., GUCCI AMERICA, INC.,  
and BULGARI S.p.A.,

Civil Action No. 07-7862 (SAS)(HP)  
(Action No. 2)

Plaintiffs,

- against -

ELENA CASTANEDA and EJEWELER LLC  
d/b/a OVERSTOCKJEWELER.COM,

Defendants.  
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**DECLARATION OF LOUIS S. EDERER, ESQ. IN SUPPORT  
PLAINTIFFS' MOTION FOR PARTIAL SUMMARY JUDGMENT**

**EXHIBIT C**

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The owner of Overstock Jeweler began her career in the retail business when she was 18 years old. She helped run her family business, a large specialty discount store selling overstocked items such as lingerie, apparel, shoes and jewelry. After losing their retail store lease in Manhattan, the owner realized her love for the retail business. With over 20 years of experience of buying overstock production and her connections from her family business, she knew she had the ability to venture out into the retail world on her own, and in 2002 she tried something new, e-commerce. Deciding to focus on her favorite thing to purchase, jewelry and taking here Overstock buying expertise's she came up with Overstockjeweler.com Now located in mid-town Manhattan, in the heart of the jewelry district, Overstockjeweler.com is thriving, and the owner has never looked back.

OverstockJeweler.com is committed to providing you the best in quality, service and selection of Designer Inspired Jewelry in the world. With several years of experience, Overstock Jeweler has an unprecedented record and reputation for bringing quality knockoff jewelry to some of the country's most scrupulous bargain jewelry shoppers and jewelry stores. Delivering discount jewelry directly to your doorstep, Overstock Jeweler affords the opportunity for beautiful jewelry at incredible savings! Each Designer inspired piece in our exquisite collection is designed and made with quality, style and affordability in mind. We at Overstock Jeweler have created a Designer Imitation Jewelry collection dedicated to bringing you the Designer Knockoff Jewelry that best expresses your unique personality. Whether you're going to the office or to the opera, whether you're in denim or in cashmere, OverstockJeweler.com has bargain Knock Off Jewelry that matches your style while keeping you up-to-date with the latest fashion trends.

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